

**Instructor:** Dr. Robert L. Woods  
**Class Hours:** T/TH 8:30 – 9:45 AM  
**Office Hours:** By Appointment – or shortly after class on T/TH  
**Email:** For all class related issues and questions about assignments, exams, grades or schedule clarifications, etc., speak with me directly or via my email: [Rwoods@citytech.cuny.edu](mailto:Rwoods@citytech.cuny.edu). When using email, please be certain to indicate your class (BUF 1101) in the Subject Area of your Correspondence.

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**Pre-requisites & Co-requisites:** MKT 1210 & MKT 1214.

**Required Textbook(s) & Supplemental Material(s):** Dynamics of Fashion 4th Edition, by Stone. Publisher: Fairchild.

**Course Description/Overview:** The course introduces you to the elements of merchandising in the fashion industry. It encompasses the major segments of fashion merchandising: textile mills; designers and manufacturers as well as other producers; auxiliary fashion industries; and retailers. The role of technology, and the dynamics of fashion retailing in the age of the Internet, is also emphasized. Students will develop an understanding of how the business of fashion has evolved into the fast-paced multimedia global entity that we witness today. Consequently, whenever possible, you will be expected to adopt visual merchandising technologies and multimedia techniques for your activities in this course. Aspects of 21st century marketing are integral to an understanding of this subject.

**Learning Objectives - Course Specific:**

- Understand the major segments of the fashion industry, including textile mills; designers and manufacturers as well as other producers; auxiliary fashion industries; and retailers.
- Develop an overview of the fashion merchandising process from the raw materials through production and distribution, and (into the final phase) the product created for the end user or consumer.
- Describe the role of the designer, fashion editor, fashion show producer, and merchandiser (or retailer) in the entire system.
- Understand the role of technology in 21st century fashion.
- Understand how business as well as social and cultural trends affect the fashion industry.
- Understand the global implications of fashion.

- Develop an overview of the diverse career opportunities available in the fashion industry. Analyze how the process of change (including fashion change) affects and is affected by dress across time and cultures

**Learning Objectives - General Education:**

- Foster an inquisitive mind that includes perspective taking and the ability to see relations in context.
- Locate, interpret, and critically analyze appropriate resources.
- Derive solutions through processes of communication and negotiation.
- Understand and evaluate value/moral systems in a social structural context that are part of organization, institutions, and cultures.

**Student Learning Outcomes – Course Specific:**

- Demonstrate knowledge of the primary, secondary, and ancillary levels of the fashion industry and the use of Quick Response in these areas.
- Evaluate the interrelationship between the domestic and international fashion markets and their significance to the fashion industry.
- Develop knowledge of fibers, yarns, cloth construction, finishes and textile terminology necessary to determine quality of fabrics.
- Illustrate the importance of studying consumer behavior and its impact on merchandising strategies.
- Distinguish the relationship between fashion forecasting and the design and development of collections, lines and private label merchandise.
- Outline the various career opportunities in the fashion industry.

**Student Learning Outcomes – General Education:**

- Effectively communicate ideas in written, oral, visual, and mathematical forms using appropriate technology.
- Develop critical thinking skills that move freely between core business principles and industry specific objectives.
- Develop professional level skills in the areas of comprehensive reading, writing and analytical skills.

**CUNY’s Academic Integrity Policy: *Academic dishonesty is prohibited in The City University of***

***New York.*** Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion. Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise.

Plagiarism is the act of presenting another person’s ideas, research or writings as your own. The following are some examples of plagiarism, but by no means is it an exhaustive list:

**Internet Plagiarism includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and “cutting and pasting” from various sources without proper attribution.**

**For a more detailed explanation, you can find the full Academic Integrity Policy here:**

**[http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY\\_ACADEMIC\\_INTEGRITY\\_6-2011.pdf](http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf)**

### **Class Format:**

**This is a fully in-the-physical classroom course supported by Blackboard, an online course management system. The course includes individual problem solving and/or participation/discussions; quizzes, a written research report, and two-full examinations. The course uses the Blackboard Learning Management platform for making information available, communicating, and as a means for you to benefit from peer-to-peer learning. All full exams must be physically taken in class. Quizzes may be administered via Blackboard. *If you need special arrangements in order to successfully take this course please contact me immediately.***

**Additionally, the Blackboard site contains the following resources:**

- a) **Course Information (Syllabus, Announcements etc.,)**
- b) **Power-point slides**
- c) **Instructor Chapter Notes**
- d) **Select solutions for problems and exercises**
- e) **Peer-peer Student Based Discussion Board**
- f) **Occasional articles and industry referenced websites.**

**TIME COMMITMENT: Please plan to devote a certain amount of time during each week to completing your assignments, reading the textbook and using the supplemental material occasionally posted on Blackboard. Do not wait until the night before assignments are due to get started. A steady measured commitment throughout the week will enhance the course experience for everyone and better assure you of doing well. If you have questions or concerns, please email me, or make an appointment to see me. You should expect to spend from 4-5 hours a week on this course outside the classroom: depending on your study habits and prior learning.**

### **Course Requirements:**

**It is essential that you keep up with the course. Each week we will cover a large quantity of material which is interrelated... some of which may, or may not, be included on exams. If you fall behind with the assigned readings, and homework, it will be very difficult to catch up. The best way to learn the concepts of this course is to complete the readings and homework assignments. These assignments will be the basis for in-the-classroom discussion, participation, assignments, exams, and quizzes. In the classroom participation will be monitored in terms of quality, not quantity. You are also required to complete some assignments and projects as part of a team.**

You should have access to a compatible computer and software capable of receiving and opening course related documents and programs. Google Chrome and Firefox work well with the learning platform. The on-campus computer labs are available for your use if you do not have sufficient at-home computer technology.

**Disabled Students: If you are eligible please contact me or student services for an eligibility determination and necessary accommodations.**

**Conflict Resolution:** It's rare that a single course design or an instructional style will meet the needs of all the students all the time. If you feel a need to discuss issues you have in, or with the class please exercise professional respect and speak with me first to see if we can negotiate a resolution. Please refrain at all cost from discussing personal issues, including grades on the discussion boards and through "to all" emails.

### **CLASS PARTICIPATION**

Attending class on time and participating in class discussions and exercises is greatly appreciated and noted.

### **ELECTRONIC DEVICES:**

Accordingly, this class will adhere to the following "Digital Device Policy" prohibiting the use of such devices during all in class meetings:

- Many people in our society have not yet learned professional, considerate, behavior regarding electronic devices.
- Turn off all cellular telephones, beepers, wrist watch alarms, etc. before you enter class.
- If your electronic device audibly activates during class, you will be **deducted 5 points from your final grade.**
- If you are expecting a life and death announcement from an immediate family member— brother/sister/parent/spouse/child — please notify me before class of that situation.

**Grading Policy:** Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 500. Two hundred points can be earned through examinations and 100 points through quizzes. A student's score is converted into a percentage and grade will be assigned using the scale listed below. Excessive absence/lateness will affect your grade.

**There are no make-up exams**

**Note: Writing and Analysis and Ethics assignments are assessed on clarity of thought – 20%, completeness of your analysis process and conclusion 60% and on writing abilities – 20%. Avoid turning in simple one phrase, one sentence answers. Developing effective communication skills is an important objective of this course and these few assignments are the primary way that I have to assess this skill development. Plagiarized or copied answers get an automatic zero grade. Repeated violations might result in stiffer penalties. A rubric is provided for your use in doing the final course project and other select writing assignments concluding this syllabi.**

**There are no make-up exams or quizzes. Please check your schedules now for possible conflicts (holiday travel etc...)**

**Mid-Term & Final Examinations:**

**The Mid-term exam is generally administered either online or in this classroom. They are timed exams with a window of usually 75 minutes. You are advised to be in class on time for the taking of exams. Exams may contain Multiple Choice Questions, and perhaps Word-Banks, Matching, True/False Questions or Essay questions. The chapters covered in the exams are made clear in advance. The Final Examination will cover all materials that follow the Mid-Term Examination and will be administered in the classroom. In addition to the above exams, a total of four quizzes are given and dispersed throughout the duration of this course. Please check the Course Schedule for the date and time of exams.**

**Disciplinary & Other Issues:**

**Due Dates: Must be followed. Late assignments are not accepted.**

**Group Assignments: When required, failure to work in a group will result in an automatic loss of 100% of the points for the group assignment.**

**Assignments: All written submission (HW, or Case Analysis, or Ethics Reports) should Be in good, professional form with your full name appearing at the top of Each page of work submitted.**

**Rules/Laws: College policies on unethical behavior, absences and other issues apply to this class. Please consult the Official Catalog of CunyTech for further information.**

**Communication: All changes and other important announcements will be transmitted by**

The instructor in the classroom or via Blackboard announcements feature. Please visit the site regularly. You should get a study buddy to Cover for you if you plan on missing classes. The instructor will take no responsibility for updating you on missed activities or hand-outs provided during your absence.

Etiquette and Netiquette – When communicating in the classroom and posting comments in Blackboard you are expected to show respect at all times. Think twice before putting in print anything you would not say and defend in person. Avoid using offensive or attack language and give others the benefit of doubt if you feel offended. Most of your classmates have good intentions and are here to learn. If you have a problem or issue with the class or the instructor please refrain from discussing the issue in the open classroom, on the discussion board or by using group emails. Simple send me an email and you and I will work to resolve most issues. As a rule, I ignore group complaints and postings but will always respond to emails and comments individually addressed to me.

Contact me immediately if you feel someone has violated etiquette or netiquette.

**Disabled Students:** Cuny has a long-standing policy on reasonable accommodation for students with disabilities. If you are eligible please contact me or student services for an eligibility determination and necessary accommodations.

**Respect for all:** This class is open to all who wish to learn and share ideas. The class you are a part of values the wonderful diversity of people, culture and ideas represented We agree to show respect for each other at all times while in this class. Appropriate communication, language and mutual respect for each other will be the rule. No Exception

Your final grade will be determined as follows:

4 Quizzes (25 each)	100 points
Designer Report	200 points
Midterm Exam	100 points
<u>Final Exam</u>	<u>100 points</u>
	500 points

**Grading System:**

All grades will be based in proportion to the following scale:

A = 93 - 100

A-	=	90 - 92.9
B+	=	87 - 89.9
B	=	83 - 86.9
B-	=	80 - 82.9
C+	=	77 - 79.9
C	=	70 - 76.9
D	=	60 - 69.9
F	=	59.9 and below

**Assessment Methods: Quizzes, Designer Report, Midterm & Final exam.**

**Course Technology: Blackboard & SafeAssign**

**SafeAssign helps prevent plagiarism by providing both the student and the professor a feedback report that compares any student work submitted through the software with a comprehensive database of books, journals, websites and papers written by other students. Some of the writing assignments in this course will use Blackboard's SafeAssign software to help students improve their skill at paraphrasing statements contained in research on a topic and to help increase awareness of the proper use of citation when a student writes a paper using ideas or statements taken from a research source. For any assignment requiring research and/or requiring more than two pages of writing, students will be expected to submit that assignment through SafeAssign in Blackboard, following the submission guidelines given with the assignment instructions. Prior to submitting a final draft of an assignment, students will have the opportunity to submit several drafts of that assignment to SafeAssign in order to get sufficient feedback from SafeAssign reports to help minimize the risk of plagiarism. If the assignment continues to have evidence of plagiarism in the final draft of the assignment, the professor will file a report to the Department Chair documenting the use of the paper as an action of academic dishonesty. If a student fails to submit an assignment to SafeAssign, the professor will assign a grade of zero for that assignment. Please understand there are time limitations that must be met. Do not e-mail the professor that SAFEASSIGN was not accepting papers after submission time-out. It is then considered LATE, and NO LATE work is accepted. By submitting a paper to SafeAssign, that paper will become source material included in the SafeAssign database.**

Week 1	Fundamentals of Fashion What is fashion? Video: Top 10 Designers of the 20 <sup>th</sup> Century	Chapter 1	
Week 2	Misconceptions of Fashion Video: A & E Biography Vera Wang	Chapter 1	
	*Social/Cultural Conditions of Fashion		*Development of
	Trend decades		*Designers &
	Influencers of Fashion		
Week 3 & 4	Environmental Demands on Fashion Fashion Bus.	Chapter 2	*Mkt/Merchandising of
	Fashion Cycle		*Stages of
	Fashion		*Intangibles of
Week 4	Quiz One (Chapters 1 & 2)		
Week 5	Fashion Change Diffusion of Innovation Video: A & E Biography HALSTON	Chapter 3	*Factors
	Affecting Fashion		*Market
	Segmentations		*Psychological
	Factors/Motivators		
Week 6	Scope of the Fashion Industry Retailing Formats	Chapter 13	
	*History/Development of Accessories		
	*Footwear/Jewelry gloves, hats, etc.,		*handbags, belts,
Week 7	Midterm Review/Examination and 13		Chapters 1,2,3,
Week 8 & 9	Business of Fashion Business Ownership/Levels Materials/Textiles for Apparel Textile Fibers	Chapter 5 Chapter 6,7	*Fashion *Steps in Fabric Production
	*Natural/Manufactured fibers Textile Production		*Leather
	Categories/Finished Leather/Fur Industries		*Major Groups of
	Fur Industry		
	Video: Made in Asia: Fast, Cheap & Fair?		
Week 9	Quiz Two Chapter 5		
Week 10	Making of Sweatshops Video: 20/20 Give Me a Break Nightline: A Clothes Line Class Discussion: Global Sourcing		



Week 11	Developing an Apparel Line	Chapter 9	*Line
	Categories/Development		
	Product & Design Development		
	*Product/Designing Apparel Line		*Sizes and Price
	Zones		
	Quiz Three Chapter 9		
	*Trends in Apparel Industry		
Week 12	History of Retailing	Chapter 15 & 17	
	Retailing in a Global Market Place		*International
	Trade Laws/Agreements		
	*Importing/Exporting		
	Trade shoes		*Markets, Marts,
	Influence & Hm. Furnishings		*Fashion
Week 13	Global sourcing and merchandising	Chapter 10	
	*Offshore Production/Development		
	Quiz Four Chapter 15		
Week 14	Term Project Due		
	Presentations of Designer		
Week 15	Review for Final Exam		
	Final Exam		

**Final Project: Designer Research & Analysis (DUE DATE: WEEK FOURTEEN)**

Each student will research, analyze, and compare one American and one non-American designer. This 8-10 page typewritten paper (not less than 8 pages), double-spaced, 12 point font, Times New Roman should be written in your own words, on the two designers selected. In your report you should cover the following areas:

- A. Background of each designer, education, age, and how he/she got into the business.
- B. The market segment(s) that each designer targets. Discuss the demographics of the designer's customer (age, income, occupation, lifestyle, social class, cultural background, etc.).
- C. Description of the look(s) for which each designer is known. Include pictures and/or sketches. Describe the fabrics the designers use in the garments that are sold to the consumer. Where is the merchandise produced?
- D. Describe how each designer promotes the merchandise that he/she manufactures and where/how it is sold.
- E. Explanation of why each designer is considered an important designer. Here you should include a personal viewpoint and evaluation of the designer's work.

F. Compare the similarities and differences of these designers.

Also to be included:

- \* Headings between each of the above six sections.
- \* Three to four examples of the designers' apparel design/work – include photos or sketches.
- \* A photograph of each designer.
- \* Address of showroom where the designers are most frequently in residence.

Please note that examples of the designers' work and photograph of the designers are in addition to the 8 - 10 page paper (reminder that your written work should not be less than 8 pages). APA format for documentation should be carefully followed with in-text citations and a Works Cited page at the end of the project. This is due: (1<sup>st</sup> Class meeting of Week 14). The oral presentation should be approximately 10 minutes in length. Details on oral presentation will be lectured upon as presentation date nears.

NOTE: All Written Assignments are Subject to the Following Rubric:

Ethics Assignment – Rubric				
Criteria	Ratings			Points
Prepare attractive and professionally written document in word or pdf	Very well formed writing and paragraphs. References used and cited correctly into document. Required elements observed i.e., page or word count and, strong executive summary or opinion. (5-pts)	Average formed writing and paragraphs. References are not well used and cited correctly. Missing one element like word or page count and, lacks a strong executive summary or opinion. (4-pts)	Some ill-formed phrases and awkward paragraphs. Two or more required elements missed. (2-pts)	

Effectively address problems and issues presented	Answers or addresses the issue/questions and includes other interesting references/support/facts. (5-pts)	Answers or addresses all issues/questions and includes no other interesting references/support/facts. (4-pts)	Fails to answer or address the issue/questions in the assignment (2-pts)	
Uses and cites the required number of resources (or more to support the writer's position	Uses and cites the required references (5-pts)	Uses and cites references but fails to use the required number (4-pts)	Fails to use and cite any references (2-pts)	
Formulates and expresses conclusions, opinions and recommendations based on research and further readings	Presents a logical explanation for conclusions and addresses all of the questions and issues in the assignment. (5-pts)	Presents an illogical explanation for findings and addresses few questions and issues in the assignment. (4-pts)	Presents an illogical explanation for and does not adequately address any of the questions and issues suggested in the assignment. (2-pts)	

<p>Uses appropriate grammar &amp; spelling when generating written report</p>	<p>Paper follows the conventions of English grammar, spelling, and usage. (5-pts)</p>	<p>Paper follows the conventions of English grammar, spelling, and usage with almost no errors. (4-pts)</p>	<p>Paper does not follow the conventions of English grammar, spelling, and usage with several errors. (2-pts)</p>	
<p>TOTAL POINTS</p>				<p>25 Max</p>

Thank you,  
Dr. Robert L. Woods